Date:		Flash time Frame:		EA:	
		Referral Generation: Goal 3 p/wk My difference from goal	Referral Conversion : Goal 2 My difference fro	25% m	
		L/C (Lend t	to Contact) Goal 80%		
<u>Behavioral</u>	<u>Behavioral</u>	C/A(Contac	t to Activity)	7 <u>Skill</u> C/A	Skill L/A
Referrals	L/C		· Cool 200/	Statusing	Wrong Students
Not asking	Call Volume		: Goal 20%	MAPS	Closing
Not asking multiple times	Talk Time	My % Differer	nce/	Setting	Technique Overcoming
_eaving it up to	Time			Expectations	objections
the student	Management	L/A (Lead to	o Applicatiøn)	Appt	Confidence
Not reaching out			Cook 10%	Reminder not sent	
o others in local	Effective		_: Goal 10%	Info	Clear
orea Not using the	Messages Un effective	My % Differe	ence	Dumping	expectations of
not using the application	Call Strategy				enrollment
eferral page		From Top of	of Flash	Intro	steps Not Giving
Not using	Per student	Schedto Appt_ Goal:7	Ratio	I IIII O	Clear Deadlines
corporate referral page	attempts low	Goal:70 Difference		Not	Start date to too
Not going back	Appropriate	Dillerence		confirming appointment	vague
o previous	Email	Appt to Apps	Ratio	prior	
		Goal:8 Difference			-
		Dillotetice			
Action Item1:			Action Item 2:		
Target Date:_		* use back if needed	Target Date:	* use b	ack if needed

Confidential Treatment Requested

BPI-HELP_00032028

Bridgepoint Education, Inc. **Document 26, Page 1**